

**CHECK OUT OUR WEBSITE!**

MALABAR's full catalogue is available online.

[www.malabarsuperspice.com](http://www.malabarsuperspice.com)

## Upcoming Events

February 16 – 18, 2010

### Center of the Plate Training

The Beef Information Centre and North American Meat Processors are hosting this training session at University of Guelph. This course will teach participants about meat specifications and muscle utilization by demonstrating how carcasses are broken down into the cuts most commonly sold at foodservice and retail.

<http://www.canadianbeef.info/ca/en/rt/news/default.aspx>

February 26 – 28, 2010

### Ontario Independent Meat Processors 30<sup>th</sup> Annual Conference

Niagara Falls, Ontario

[www.oimp.ca](http://www.oimp.ca)

March 7 – 9, 2010

### Canadian Restaurant and Foodservice Association (CRFA) Show

Direct Energy Centre, Toronto, ON

[www.crfasbow.ca](http://www.crfasbow.ca)

April 23 – 25, 2010

### The Good Food Festival & Market, International Centre

Toronto, ON

[www.goodfoodfestival.com](http://www.goodfoodfestival.com)

May 5 – 7, 2010

### Canadian Meat Council's 90th Annual Conference

Fairmont Empress and Victoria Conference Centre, Victoria, British Columbia

[www.cmc-cvc.com](http://www.cmc-cvc.com)

May 8 – 13, 2010

### IFFA Delicat, International Trade Fair for the meat industry

Frankfurt, Germany

[www.messefrankfurt.com](http://www.messefrankfurt.com)

## THE MEAT OF IT!

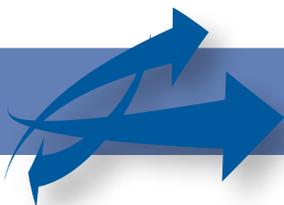
## Malabar's Trends for 2010

*Last year was another challenging year for all industries, including meat and poultry processors. Food safety, government regulations, currency fluctuations and consumer requests for more natural food products all proved to be challenges that will continue through 2010. The economic downturn has also returned the trend for consumers to eat at home, and demand has shifted back to comfort foods, including a rise in sales for Mac 'n Cheese and even Spam!*

**As consumers look for meals to prepare at home that are faster and easier,** they are looking for meat products that are prepared, but where the final preparation is done at home.

**Consumers are also looking for higher quality products at a reasonable price.** The added value approach encourages consumer demand for meat and poultry products that are marinated, smoked, rubbed or served with sauces or other ingredients.

**Turkey and chicken no longer means only 'oven-roasted'**, but extends to include turkey pepperoni, turkey & chicken sausage, smoked turkey breasts & legs, breaded chicken strips, stir fry, and much more.



# Malabar's Trends for 2010

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**Local, fresh and natural are the popular buzzwords in the food industry, as consumers look for cleaner labels without compromising on flavour.** Combining great flavour, economy & clean labels – this will be the challenge for 2010.

## Marinades

Marinades are the perfect way to add flavour along with functional ingredients for more tender, delicious, value-added meats. Here's what's new:

### Liquid Marinades

Convenient, ready-to-use marinades now available in a variety of tantalizing flavours with choices of oil & water-based, or water-based only. Suitable for stir fry, steaks, fish, seafood, poultry and much more, the "Marifix" marinades include lots of vegetable pieces for added appeal and include Grilled Vegetable, Peking, and Mushroom. Our "Marinox" marinades are a creamy sauce style with lots of herbs, and include Pepper Orange, Mexico, Italian-style Capri. Our "Maripur" marinades are water-based, and include Spare Ribs, Barbecue, and Curry. Our Spiced Oil marinades are full-bodied special oils with suspended visible herbs with a variety of flavours including Salsa, Caribbean and Piquant. Our Marifix marinades are available in convenient 800 g pouches, and the Marinox, Maripur and Spiced Oils are packed in either 2.5 or 5.5 kg pails. We also have some very unique marinades including Chimichurri (a South American BBQ specialty), Chargrill (with the added true "charcoal" smell and flavour), and Chocolate Chili made with real chocolate!



### Dry Marinades from our German partner, RAPS



Easy to use, cost effective and, with added water and oil, these marinades provide the perfect gloss and flavour to a variety of meat products.

We have Italian, BBQ and Spar Sizzler in stock, available in 1 kg pouches.



In order to help you ride the trends, our technical team has been busy sourcing new ingredients and creating many flavourful seasonings to ensure that you've always got something tasty for your customer's dinner table. Here are a few ideas for you to consider as we start a new year, and a new decade.

## Stocks and Broths

Stocks & broths can be used to provide an added source of protein as well as adding meaty notes and a rounded flavour profile to your meat products. Malabar currently has the following stock & broth-based products for you:



**Beef Flavour (#B3301)** – This beef flavour is created from beef broth that is concentrated and spray-dried into powder form. It has good savory notes and is highly soluble. Ingredient declaration is only "beef stock, maltodextrin, and salt".

**Pork Stock (#P1301)** – This pork broth is concentrated, 100% natural, and spray-dried into powder form. Pork Stock provides an economical source of protein, and is highly soluble, with good meat notes.

**Dehydrated Chicken (#C1301)** – PROLIANT Dehydrated Chicken is a high-protein product derived from the dehydrated chicken obtained by cooking the meat adhering to edible chicken bones. The dehydrated chicken is concentrated and spray dried into powder form. No MSG, salt, carriers or other ingredients are added to this 100 percent natural product. PROLIANT Dehydrated Chicken provides more than 90% protein and can be used at levels up to 1%.



## Functional Meat Proteins

PROLIANT'S meat ingredients are manufactured from 100% real meat sources, without added salt or MSG. Manufactured through a special protein extraction and drying process, these functional proteins are ideal for fresh and processed meats, including coarse ground, fermented, chunked and formed and injected whole muscle applications. The addition of these unique meat and poultry-based proteins provides functional benefits such as purge reduction, improved sliceability, increased cook yield and improved shelf life.

**Dehydrated Turkey Broth (#T5502)** – This broth has the added benefit of increasing brine pick-up during injection and tumbling resulting in increased processing yield, improved product texture and slicing yield and reduced storage purge. This is a great ingredient for improving the product quality of PSE turkey meat, and all you add to your label is "dehydrated turkey flavour"!

**Dehydrated Pork Stock (#P5505)** – A fine ground, injectable, highly functional, high protein ingredient that is derived from pork tissue. It has a high gelling ability to improve texture, and excellent water binding and emulsifying capacity.

## Natural Cures and Cure Accelerators

There is considerable interest among our customers in natural cures & natural cure accelerators to replace traditional nitrate/nitrites. Options available include fermented celery extract and a natural cherry powder, both of which we have tested with success in our lab, and with customers. As of December 2009, Health Canada had still not finalized the regulatory details around the use of these products and accepted labelling guidelines are still pending. These natural additives are expensive and continued testing and final government acceptance is needed.



Health Canada Santé Canada

### Sodium Reduced Alternatives

Health Canada is chairing a Multi-stakeholder Working Group on Dietary Sodium Reduction (the Sodium Working Group) tasked with developing and overseeing implementation of a strategy that would result in lowering the sodium content of the diets of Canadians. The first Sodium Working Group (SWG) meeting was held in February 2008, and Health Canada is giving the opportunity to interested parties and key experts to provide input and advice to the SWG as part of a larger public consultation. Malabar is participating on the SWG under the Canadian Meat Council, to provide comments and feedback on sodium reduction options and recommendations for processed meat products. We have also reviewed and tested a number of lower sodium products with a particular eye to flavour, ingredient declarations and costs. We are testing a number of innovative ingredients to be used as salt replacers, including:

**Sub4Salt** – This salt replacer is used as a 1:1 replacement for salt, reducing the sodium input by 35%, and providing similar salty taste characteristics.

## Natural Flavour Enhancer (no MSG, HVP or allergens)

Enhancing flavour without the MSG, HVP or allergens to declare can be a 'dream come true' for the processor looking to boost flavour without compromising a clean label. Here is one recommendation:

**Green Pepper Extract** – This natural spice extractive is spray dried on a dextrose/salt carrier to provide an easy to use powder that adds a natural flavour to any meat product. Usage is only 2 – 4 g per kg of meat and the natural flavour boost provides that something "extra".

## Allergen Free Meat Binders

Malabar receives numerous requests every week for seasoning and binder units that are allergen-free. Gluten-free meat binders are the most common request, so we have created a range of fresh sausage binder units without gluten, which include the following:

- Gluten-Free Fresh Sausage Binder** (MALGFFS-900)
- Gluten-Free Honey Garlic Sausage Binder** (MALHGFB-902)
- Gluten-Free Hot Italian Sausage Binder** (MALHISG-901)



## Ethnic Seasonings

As we strive to create new seasonings with cleaner labels and reduced salt, it becomes important to add more intense natural spices and spice extractives. Ethnic cuisines that are high in flavour yet low in fat, calories and sodium offer the opportunity to explore new tastes while meeting consumer demands. In this issue we feature our African seasonings in celebration of FIFA 2010.



## Did You Know?

The Food Channel has Named the **TOP TEN FOODS** of the Decade

**TOP 10**

1. Sushi
2. Bacon
3. Cupcakes
4. Sliders ('mini' sandwiches)
5. Gourmet Burgers made with Kobe or Angus Beef
6. Super fruits (Acai, Pomegranate, Blueberry)
7. Oils – Olive Oil, Truffle Oil
8. Whole Grains
9. Artisan Foods
10. Coffee, Teas



(source: the Food Channel – www.thefoodchannel.com)

## A Customer Asks...

### Do spices contain wheat or gluten?

**Answer:** Individual spices do NOT contain wheat or gluten.

It is important that you purchase your spices from a reputable spice supplier to ensure that the spices or seasonings have not been adulterated, and read the labels for all seasonings to confirm if any wheat or gluten has been added. Malabar Super Spice guarantees the quality of all of our spices, and we ensure that all of our labels for our seasonings clearly identify any allergens that may be present.



**Whatever your 2010 holds, be prepared, with Malabar! We're here to help.**

# New Blends for 2010



In the summer of 2010, Durban, South Africa will host the Football/Soccer (FIFA) World Cup for the first time. South Africans love meat and their favorite cooking method is 'braai' - barbecuing over wood. Meat choices include lamb, beef, chicken, turkey and ostrich, though you may also find crocodile, antelope, buffalo and even elephant meat on the grill. Always and everywhere you will find barbecues on the go, even in public parks.

So in honour of this exciting event, we are proud to feature the traditional seasonings used in African cuisine. One of their most popular sausages is the Boerewors, a coiled beef sausage stuffed in a small caliber (23 – 28mm) natural or collagen casing. The name comes from the Dutch - boer for "farmer" and worst for "sausage". It is made from coarsely ground beef (often also mixed with pork or lamb), preserved with salt and vinegar, and mixed with a special blend of spices, then stuffed, coiled and held together with a skewer. Of course you can be creative with our African seasonings and create your own unique sausages ready for that summer BBQ.

## **Boerewors Seasoning** RA93087

A traditional South African blend including cloves, chili, pepper and coriander.

## **South African BBQ Seasoning** RA93096

Another traditional South African spice blend with tomato, coriander, paprika and a delicate chili note.

## **African Seasoning** RA93097

A spicy blend with added onion that goes perfectly with all types of meats.

**To Order a Sample** of any of the above or if you have a new flavour you'd like to try, contact us at **1-888-456-6252**, or email **lab@malabarspice.com**



## OUR PRESIDENT'S Message

Our team here at Malabar is very busy overseeing the testing and approvals for a variety of new products to enhance your meat products. Added-value continues to be a strong trend in the meat industry, and in all foods in general. Keeping up-to-date on food regulations has also increased our need to focus on the growing number of technical issues that surround the meat industry in particular. We are committed in our efforts to be one step ahead and to provide you with a newsletter that is informative as well as a sales and marketing team that is ready to help you expand your products and boost your sales.

We welcome your comments and feedback as to how we are doing, and how can we improve? Send in your comments by email to [marketing@malabarspice.com](mailto:marketing@malabarspice.com), or by fax to 905-632-8119.

Yours in 2010,

**Doris Valade**  
President  
Malabar Super Spice Co. Ltd.

## Have Your Say on Food Allergen Labelling

### Would a proposed new policy and guidelines for food allergen labelling affect your business?

If so, Health Canada and the CFIA want to hear from you! You can participate online at [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca), using the consultation workbook tool, **until February 10.**

Learn more about the Consultation on Precautionary Labelling of Food Allergens at [http://www.hc-sc.gc.ca/fn-an/consultation/\\_allergen2009/index-eng.php](http://www.hc-sc.gc.ca/fn-an/consultation/_allergen2009/index-eng.php)



For more information on any of the subjects covered in Malabar's newsletter, or to suggest topics you'd like to see covered in future editions, please contact Sara Alexander at [marketing@malabarspice.com](mailto:marketing@malabarspice.com). Look for our next edition in March/April 2010.

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Malabar is certified to provide both Kosher and Halal products, and is proud to be HACCP accredited.



Malabar takes your privacy very seriously, and we do everything in our power to safeguard it. We NEVER rent, sell, lend or otherwise circulate our mailing lists or other contact information to anyone outside of Malabar.